

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**AUGUST 18, 2004, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Test Market Request (Mr. Boston Egg Nog)
  - 2) Line Extension Requests:
    - a. Patron Silver Tequila, 375ML
    - b. Southern Comfort Plastic Traveler, 750ML
    - c. Early Times Bourbon Plastic Traveler, 750ML
    - d. Knob Creek, 375ML
    - e. Jim Beam Black, 375ML
  - 3) Swap Request (Malibu Rum)
  - 4) Scotsfest Sale
  - 5) Summer Promo (June 28 – August 1, 2004)
  - 6) October Special Offers:
    - a. 11 items – M.S. Walker, Inc.
    - b. 5 items – Perfecta Wine Company
    - c. 6 items – Pine State Trading Company
    - d. 59 items – Executive Wine & Spirits/Martignetti Companies
    - e. 121 items – Horizon Beverage Company
    - f. 135 items – United Beverages, Inc.
    - g. 79 items (unmatched) – United Beverages, Inc.
- A. WINES:
  - 1) Temperature Controlled Wine Unit
  - 2) Special Offers for October 2004:
    - a. 5 items – R.P. Imports
    - b. 43 items – M.S. Walker, Inc.
    - c. 37 items – Pine State Trading Company

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Page 2

- d. 28 items – Pine State Trading Co./E & J Gallo Winery
- e. 41 items – Executive Wine & Spirits
- f. 48 items – Horizon Beverage Company
- g. 119 items – Martignetti Companies of N.H.
- h. 130 items – United Beverages, Inc.
- 3) Special Offers for September, October, November and December 2004  
(3 items – Perfecta Wine Company)
- 4) Little Penguin National Roll Out
- 5) Seventh Moon two for sale
- 6) Close Outs (8 items)
- 7) Specialty Status and Placement
- 8) Recommended Wine Specialty Products (39 items)
- 9) Recommended Allocated Wines for Distribution to Selected Stores  
(31 items)
- 10) “R” Wines for Allocation to Licensees Selected by Broker (4 items)
- 11) Primary Source Submissions:
  - a. 8 items – exclusive agent; 57 items – imported
  - b. 2 items – exclusive agent; 26 items – imported

### **III. ENFORCEMENT & LICENSING REPORT**

### **IV. CHAIRMAN’S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford